



MULTICULTURAL
ENTREPRENEURIAL
INSTITUTE



MISION

The mission of the Multicultural Entrepreneurial Institute is to assist entrepreneurs reach their business dream through education, consulting and technical assistance.

VISION

To foster economic wealth creation practices among all individuals wishing to realize their entrepreneurial dreams.

OUR VALUES

- Diversity
- Integrity
- Planning
- Social Responsibility

MEI, Incorporated is a Latino owned certified DBE, MDBE and MBE Corporation. MEI is also a technical assistance provider under the SBA Community Express Program.



TRAINING

Advanced Entrepreneurial Certificate

This program is for businesses poised to help entrepreneurs with their business growth challenges. It is designed for entrepreneurs with businesses that have been established for more than two years. The program is based on strong strategic planning concepts and a solid business framework. It is focused on four strong elements: relationship development and retention, financing business growth, management of human resources and risk management.

Bilingual Entrepreneurial Certificate

This certificate involves a series of lectures, workshops and networking events aimed at increasing the success of enterprises during their formation and early growth stages. The program is based on solid business planning concepts using a strategic framework focused on four strong elements: relationship development, resource creation, cash flow management and contingency planning.

Basic Accounting Using Quickbooks

This short course focuses on providing a base of practical accounting principles and processes for a small business. Participants are also introduced to the accounting software Quickbooks®.

TRAINING FOR CONTRACTORS

Advanced Estimating for Contractors

Learn strategies to:

- * Make effective proposals for your customers
- * Estimate your costs based on cost drivers, overhead and project break even
- * Negotiate contracts and change orders with your clients
- * Connect with resources
- * Evaluate software packages available
- * Evaluate and respond to government RFP's and BIDs(basics)

Also connect with bonding agents, prime contractors, lenders, estimators and project managers.

Additional Training Offered¹:

- * Social Marketing
- * Basics of Marketing Planning
- * Basic Estimating for Contractors
- * Blueprint Reading

¹Offered on-demand.

SEMINARS

Our seminars are interactive and structured for one or two hours length. They are offered on demand and in partnership with, other organizations. We focus on issues related to Finance, Real Estate and Marketing.

Organizations:

- * South Division High School, Milwaukee, WI
- * Latino Entrepreneurial Network of South Eastern Wisconsin
- * North Shore Bank
- * Wells Fargo Bank
- * Vieau School El Portal Parent's Center, Milwaukee, WI
- * Holy Angels Church, Milwaukee, WI
- * We Energies

Topics

Financial & Real Estate

- * Managing Your Cash Flow
- * Understanding Lease Arguments & Land Contracts
- * Understanding Financial Statements

Marketing

- * Using Public Relations to Grow Your Business
- * Traditional and Social Media
- * Internet Marketing Fundamentals

COACHING

Coaching offers the opportunity to assess one's needs confidentially and allows us to conceptualize solutions and strategies at one's own pace. We can be hire on a retainer, or per hour, based on the project and needs.

Coaching services include:

1. Evaluating the current marketing plan and creating a new one
2. Preparing a commercial loan package
3. Coaching on how to present one business plan to a lender
4. Developing and executing a public relations campaign.
5. Developing training plans for employees
6. Strategic planning
7. Workplace diversity planning
8. Succession planning

Testimonial

"We are a thriving new business. We took advantage of Nelson Soler's coaching services and he opened our eyes to multiple public relations opportunities. As a result, we were the 2007 Small Business Administration's Small Business Persons for Wisconsin. This award took us to the White House, an unbelievable experience and honor. After that we have received multiple regional, and national, recognitions as a growing enterprise."

Adrian Velazquez, Fi-Med

BUSINESS PLANNING

Writing a business plan requires art and science. On the art side, one must articulate their idea, vision and mission in a way that a commercial lender, a future employee or an investors can understand. Additionally, it requires the science of researching demographics, marketing trends and developing sound financial projections with solid economic assumptions.

One cannot take the business planning process lightly. We can assist in developing a competent business plan with all these components with one's involvement. We also provide three hours of coaching, focusing on the different parts of the plan so one can be effective in presenting to lenders or investors.

Our coaches have experience in marketing research and/or serve as commercial lenders.

Testimonial

"Nelson Soler not only developed a great business plan that helped us obtain funding for a business purchase but also coached us and connected us with the right lender. His services are invaluable."

Ms. Brodsky, K&B Flooring, Mequon, WI

EMERGING BUSINESS AND NON-PROFIT SERVICES

Strategic and Business Planning

- * Marketing Plans
- * Feasibility Studies
- * Marketing Research
- * Focus Groups
- * Secondary Research

Public Relations Campaigns

- * Culturally relevant messages
- * Copy development in English and Spanish

Additional Services for Emerging Businesses

- * Board Development Training
- * Volunteer Development Training
- * Grant Writing Services

Marketing Consultation

- * Media Planning
- * Media Placement

Additional Services

- * Branding and Logo Development
- * Business Card Development
- * Photography
- * Illustrations
- * Microsite Web Design

BUSINESS CARDS



Loriana Maldonado
LM Consulting Group



LEN Incorporated



Dee Dee Chavez
Primos Home Improvement

POSTCARDS



Ask about our cat

You've tried the rest,
Now try the best!

featuring a smoke free bar and restaurant

THE AZTECA
Mexican & American Cuisine

MON. TO FRI. LUNCH BUFFET UNTIL 2 pm
Restaurant Hours: Mon. - Wed. 10 am to 9 pm
Thru. - Sat. 10 am - 10 pm | Sun. 11:00 am to 8:00 pm

Azteca Restaurant



MEI MULTICULTURAL
ENTREPRENEURIAL
INSTITUTE
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Milwaukee, WI 53234

They all took the intensive 10-week training at the
→ Multicultural Entrepreneurial Institute

Rosy, Carlos, Ivan, and Peter underwent intensive entrepreneurial training through the 2007 US SBA Minorities and Women's Business Ownership (MWO) program.

Over 238 entrepreneurs have graduated from the program. Additionally, over 66 entrepreneurs have opened new businesses through the knowledge acquired from the program.

To learn more about the program, call (414) 383-1111 or visit our website at WWW.MULTICULTURALINSTITUTE.COM

Also,

- New great educational programs for entrepreneurs
- An entrepreneurial boot camp
- A New publication called Effective Business
- A distance learning program en Español

Rosy Calderón y Carlos
Azteca Restaurant
South Milwaukee, WI

Ivan Campluzano
Tequila House
Pewaukee, WI

Peter Sandroni
La Merienda
Milwaukee, WI

Do you know what these four
restauranteurs have in common? →

MEI Incorporated